

# Mile Redemption

	Category	Wave I	
	# of markets	29	
	# of concurrent event/market	1	
	# of wks	13	
	\$/gallon	\$1.45	
	Whse (\$/wk)	\$35.00	
	# of SPR	116	
	# of MM	29	
	# of RM	3	
<b>VEHICLES</b>			
42 vans (\$1500/month x 4 months)		\$174,000	\$174,000
<b>FIELD LABOR</b>			
	wkly		
Van Team (# of SPR +1) \$15/hr * 15 hrs/week	225	\$365,400	
Market Managers (# of MM + 7)	550	\$319,000	
Region Managers (# of RM)	800	\$55,200	
Payroll Taxes & Insurance @15.90%		\$117,596	\$857,196
<b>FIELD OPERATIONAL EXPENSES</b>			
Van Gas (miles/wk x #vans x (\$1.45/gal)/(14 miles/gal))		\$15,619	
Van Washing 2 times/wk X # of van x # of wk x \$4/wash		\$3,016	
Van Repair (\$25 per van x # of vans)		\$725	
Tolls/Parking \$4.00 x # of vans * # of wks		\$1,508	
Kiosk Repair (\$75/kiosk * # of vans)		\$2,175	
Van Kits \$75/kit x # of vans		\$2,175	
Incentive Warehouses # of mm * \$/wk * (#of wk+4)		\$17,255	
Overnight Van Storage #van * warehouse (\$/wk) * (#wk+4)		\$17,255	
Shipping of materials \$400 x #mm		\$11,600	
Market Manager Mileage 300 mi/wk x c4 x C12 x .27		\$30,537	
Pagers (80 for 5 months) @ \$60/month		\$7,680	
Phone Exp for field manager \$200 x 4 mnth x (C7 + c8)		\$25,600	
Printers 46 (RM & MM) @ \$300		\$9,600	
Postage/Overnight Express (46 x \$12 x 19 wks x 2)		\$14,592	
Office Supplies for field managers (\$17/wk x 42 x 19)		\$9,367	
Photocopies (\$4/wk. x #rm & mm x # of wk)		\$2,432	
Region Manager travel (\$800 wk. x #rm x (#wk+10))		\$55,200	
Driving record & background checks (\$75 x #spr x 130%)		\$11,310	
Drug testing \$75 * spr * 130%)		\$11,310	
Recruiting Ad Costs \$225/ad * #mkt * 2 ads		\$13,050	
Safe Driver Bonus (\$165 * #spr)		\$19,140	
			\$281,146
<b>HQ PERSONNEL &amp; EXPENSES (11 mnts 10/97- 9/98)</b>			
(Includes payroll taxes and benefits)			
National Director (7 months -- Jan-July '98)		43794	
National Field Director (7 months)		39344	
Account Service I (7 months)		21499	
Payroll Mgr. (4 months -- April 1 - July 30)		14733	
Payroll Clerk		8921	
Inventory & Reporting Manager (7 months)		19294	
HR Manager (7 months)		36400	
Recruiting (6 months, half time)		21750	
Accounting Manager (6 months)		19294	
Forms printing (location reports, inventory, manuals, etc.)		20000	
HQ Phone Exp (IVR+Voice Mail+Live) (\$13 * #van * #wk)		4901	
HQ Travel (28 trips x 2 people * \$1000)		56000	
MIS Support (\$80,000 salary * 50% redemption * half year)		\$20,000	
Insurance (.25 % x Field Labor Cost)		785	
<b>TRAINING EXPENSES</b>			
			326695
Region Manager Training (one location) \$1,200/mm + Jeff		\$4,800	
Market Manager Training (one location) \$1,200 x c12		\$34,800	
SPR Training (42 local market training) \$160/spr		\$18,560	
<b>Inventory Management System</b>			
Computers X 1500/computer		\$48,000	
System set-up (.5 hours per PC) \$100/mm		\$3,200	
Desk-top PC's @ \$100 for repair		\$3,200	
Shipping to & from field @ 200 per computer (2nd day UPS)		\$6,400	\$60,800
<b>MANAGEMENT FEE 8.6% of total</b>		\$108,128	\$108,128
(includes agency profit and non-allocable overhead)			
<b>Total (w new vans and new HQ Personnel)</b>			\$1,807,965
<b>Total (w new vans and existing HQ personnel)</b>			\$1,481,270

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